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1951-1952 SPECIALIST'S

# WHOLESALE CATALOGUE

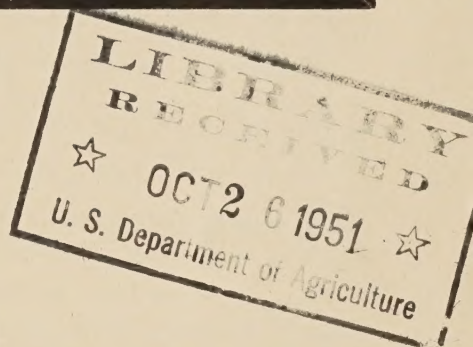
*Fuchsias*

*Geraniums*

*Pelargoniums*

SOLD OUT IN 3 WEEKS!

Yes, in three weeks after our catalogue was mailed last year we were fully booked on all Pelargoniums, Geraniums, Ivy Geraniums and most Fuchsias. Please turn now to Page 2.



SCHMIDT NURSERY

355 LAMBERT AVENUE



PALO ALTO, CALIFORNIA

Palo Alto Phone DAvenport 2-4501



*. . . before ordering*

## *please read these* TERMS OF SALE

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

This catalogue cancels all previous issues.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

Ordinarily our terms are cash with order, but you may pay at delivery time, or make other arrangements AT THE TIME YOU ORDER.

All prices F.O.B. Palo Alto. No charge for packing.

Since Railway Express rates are so high, we suggest shipment by Parcel Post and Special Delivery, or Special Handling, whichever applies. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (broken plants, delay in delivery, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

**Orders will be shipped when plants are ready** and, depending on the stock, that will be in late winter or early spring. However, please indicate on your order when you would like to have the plants and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

For years we have successfully shipped to distant places. Many thousands of plants—expertly packed—left our nursery and safely reached customers in many states, as far from Palo Alto as Maine and Florida, also Canada, the Canal Zone, the Territory of Hawaii and New Zealand.

*. . . about ordering Early*

The demand for our specialties continues to increase yearly and so we always seem to be short of stock. For the 1950-1951 season we supplied potted plants to 168 nurseries, many of them having increased their orders over previous years.

Last season we were sold out of most items in three weeks after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact—each year the late orders are out of luck.

This does **not** apply to the new 1952 Fuchsia Introductions. We keep "open book" for them and hope to be able to supply orders throughout the season.

**Visitors Please Note:** We are CLOSED MONDAYS and on the following holidays: New Year, Easter, Memorial Day, July 4th, Thanksgiving and Christmas.

We are OPEN ALL OTHER DAYS, INCLUDING SUNDAYS, from 8 a.m. to 5 p.m.



# FUCHSIAS

Please note that our fuchsias offered at wholesale are well-rooted plants grown in 2½" pots (not 2" or 2¼" pots, but 2½" pots). It costs us more in time, materials and space to raise and ship 2½" stock, but it pays. When they reach you, our 2½" pot plants are ready for 4" or larger pots. They are stronger, better grown plants that come along faster and sell earlier.

Our fuchsia plants are clean. No cyclamen mites, two-spotted mites, red spiders, white flies, mealy bugs or other bugs on the stock we ship. We use the latest specific insecticides, properly applied. This refers not only to fuchsias, but to other plants listed here—all from 2½" pots and all clean stock.

Most of the plants we raise are grown for regular yearly repeat orders from well known nurseries on the coast. If you want to see why, we suggest that you mail us a trial order. Just a small order—the minimum \$5.00 worth. Chances are good that you will order again THIS season.

## 1952 INTRODUCTIONS

BY HODGES, SCHMIDT AND TIRET

Mr. and Mrs. Raymond Hodges of Pacific Grove have again appointed us as their exclusive wholesale grower and distributor and we are, of course, equally pleased to be able to offer the new fuchsias of Mr. Horace M. Tiret of San Francisco.

Merle and Ray Hodges raise their new fuchsias in their famous Pacific Grove Fuchsia Gardens, from where have originated such fine varieties as Oregon Trail, Puget Sound, Blue Bonnet, Merle Hodges, Purple Sage, South Pacific and others.

Horace Tiret is, of course, well known for his originations of former years, such as Rubeo, Jack Shahan, Bouffant, Moth Blue, Du Barry and Swingtime; not to forget his new ones of the 1951 season we mention just two—Bewitched and Enchanted.

Our own 1952 introduction "Old Smoky" joins the other varieties originated by Wm. E. Schmidt, namely Carioca, Gay Senorita, Inca Maiden and Wood Violet.

The new seedlings are listed alphabetically. Price Schedule is at end of descriptions, next page.

**BACHELOR GIRL** (Schmidt-Tiret)—A sport of Bewitched, in all respects like it, with the branches somewhat more pendulous, but the corolla a pale mallow. The same long white buds and long, green-tipped white sepals, flushed palest pink inside. Tops in pale pastel, large-flowered and free blooming hanging fuchsias.

**BLOSSOM TIME** (Tiret)—Large single on the order of fuchsia Jack Shahan, but of softer, more pink coloring, with waxy white tube and beautiful long, curved, upturned sepals. Strong grower with pendant branches, best displayed as a hanger. Heat-resistant and free blooming.

**BRIDESMAID** (Tiret) Patent applied for.—Double corolla pale lilac-orchid, deepening toward petal edges. Thick tube and broad, recurving sepals white, with light carmine blush, inside sepals of crepe texture and phlox pink color. Strong, medium high, bushy grower, fine foliage and a profusion of beautiful large double flowers, in the favored pastel colors.

**BUNKER BOY** (Tiret)—Double corolla composed of long fluted petals near-white at base, deepening throughout to geranium lake at petal edges; smaller outer petals marbled with fuchsia pink. Thick waxy tube and long, broad, upturned sepals white, flushed palest carmine. Strong upright grower with large flowers of good substance—should do well in warmer sections.



**CHERIE** (Hodges)—Single corolla with petals unlike those of any other fuchsia. The blue-purple petals are near-white at the base, are prominently veined and "roll in" at the edges, giving a demure and attractive appearance to the outspreading corolla. Long, broad, rose-red upturned sepals. Medium strong, upright grower, free flowering.

**COUNTRY COUSIN** (Hodges)—Corolla usually of five to six petals, spreading out perfectly flat at maturity. Rich violet-purple petals near-white at center and heavily veined flesh color, giving the flower a most "frank and open countenance." Very short tube and short, broad, upturned sepals deep red. Medium upright grower, deep green foliage, free flowering.

**LACE PETTICOATS** (Tiret) Patent applied for.—Double corolla white, tube and broad, heavy, outspread sepals white. Corolla is composed of large central petals, surrounded by smaller ones that are attached to the base of the sepals and so are spread out horizontally as the sepals curve up. Most petals are serrated. Inside of sepals and petals are faintly shot with palest blush, enhancing an otherwise all-white large double fuchsia. Quite vigorous, willowy upright grower. In the warmer sections flowers will show more pink, unless the plant is in shade. Especially fine in the cooler regions.

**OLD SMOKY** (Schmidt)—Double corolla old rose with a smoky cast; medium tube and outspread sepals flesh color, underside of sepals pink. Strong grower with somewhat pendant branches and medium large leaves—try it as a hanger, too. Large flowers that should be very large along the cool coast. Novel coloring distinguishes OLD SMOKY from all other fuchsias.

**ROYAL FLUSH** (Hodges)—Single corolla royal purple, large round petals flesh-colored at base and with heavy veining to center. Tube and broad, long, upturned sepals deep red. Large flower with corolla opening perfectly flat, even "bending backwards" to do so. Medium tall upright grower with dark green foliage. This is a royal flower of good substance and profusion of bloom—we predict a long reign for Royal Flush.

**Please note** that we cannot accept your order for any of the above described non-patented 1952 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1952 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

**WHOLESALE PRICES for Bachelor Girl, Blossom Time, Bridesmaid, Bunker Boy, Cherie, Country Cousin, Lace Petticoats, Old Smoky and Royal Flush, strong plants grown in 2½" pots:**

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum** RETAIL PRICE for Bachelor Girl, Blossom Time, Bridesmaid, Bunker Boy, Cherie, Country Cousin, Lace Petticoats, Old Smoky and Royal Flush, for the entire year of 1952 is \$1.00 each, 6 plants for \$5.00.



# GENERAL COLLECTION OF FUCHSIAS

## INCLUDING 1951 INTRODUCTIONS

Upright growing varieties listed below. Hanging-pot or trailing fuchsias listed as a group on page 9.

Please note that whenever the term "heat-tolerant" is used in a description, it does **not** mean that the particular variety may be planted in full sun. It may stand full sun in the fog belt, but must be planted, as are other fuchsias, in part shade in the warmer sections—then the flowers will be tolerant to hot weather.

No longer do two or three names dominate the field of new fuchsias. There now are many active amateur and professional breeders and our list here reflects the influx of their originations.

We are pleased to offer below new and recent fuchsias by these California breeders: Brand, Dale, Evans, Haag, Hazard, Hodges, Nelson, Niederholzer, Reiter, Schmidt, Schnabel, Tired, Walker & Jones, Waltz and others.

**Strong 2½" pot plants 15c each except where otherwise noted.**

**ALAMEDA**—Flaring double white corolla, deep crimson upturned sepals. Strong upright branching grower with good foliage and large flowers. **20c.**

**AUNT JULIANA**—Sport of Uncle Jules with large double orchid lavender corolla and red upturned sepals. More willowy in growth than Uncle Jules, excellent as a hanger. Fine, very large flowers—one of the best sellers. **20c.**

**BERNADETTE**—Double corolla deep blue, sepals pale rose to red. Upright bushy grower with medium sized flowers in a beautiful deep-blue tone. **20c.**

**BRIDESMAID**—New, described on page 3.

**BUNKER BOY**—New, described on page 3.

**CAMEO**—Double corolla pale pink, upturned sepals pink. Upright grower with small foliage and many medium sized "all pink" flowers. **20c**

**CHANG**—Single brilliant orange, flesh sepals flushed red. Strong upright grower, free bloomer. Good seller. **17½c.**

**CHERIE**—New, described on page 4.

**CLAIR DE LUNE**—Single orange-salmon corolla, long tube and short green tipped sepals palest salmon. Luxurious foliage, likes the warmer climate. **17½c.**

**CLAIRE EVANS** (Evans)—Double violet blue to rosy mauve, sepals white, flushed pink on underside. Compact, bushy grower, very free bloomer. **20c.**

**COLUMBIA**—Sport of America, identical in growth and flower except that in Columbia the outside of the sepals is just slightly flushed pink, the long tube is white. With the red corolla this makes a beautiful contrast, very showy in a hanging basket. **20c.**

**COUNTESS OF ABERDEEN**—Single waxy white to palest pink. Compact growing and one of the most admired smaller fuchsias. **20c.**

**COUNTRY COUSIN**—New, see page 4.

**CRINOLINE** (Patented)—Double corolla soft rose pink, tube and sepals waxy white. Tall upright grower with small thick leaves, free blooming. Fine large double flowers stand our warmer climate quite well. Under license with the patentee we grow our own plants of Crinoline. **35c.** (Minimum retail price for 1952 is **\$1.00** each).

**CURLEW** (Evans)—New. We had no flower to describe at catalogue deadline. **35c.**

**DON PERALTA**—Very large flower, usually semi-double corolla, with a long tube and long spreading sepals. Coloring much like the variety Anna. Don Peralta is vigorous and an excellent upright growing fuchsia, specially for the warmer sections. Blooms early. **20c.**

**DR. JULES WELCH**—Double blue-violet, outer petals all pink or marbled; short, broad sepals deep pink. Vigorous, medium high, bushy grower with good sized flowers. Stands considerable heat, even sun, in warmer sections. **17½c.**

**DU BARRY** (Patented)—Double corolla changes from purple to fuchsia, with smaller outside petals heavily marbled with flesh pink. Tube and broad, reflexed, sepals softest pink. Strong upright grower with leathery leaves and large flowers of distinct coloring. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

You can propagate your own Du Barry in 1952—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Du Barry available from us at **10c** each.

**ELKHORN**—Large double orchid pink, veined rose, petals scalloped. Upturned sepals crimson. Strong upright grower. **17½c.**



**ENCHANTED** (Patent pending)—Large double corolla campanula blue, outer petals overlaid with fuchsia pink. The many smaller petals are attached to the broad base of the rose-red sepals and so spread out horizontally, encircling the large pendant center petals. Willowy grower, freely producing very large flowers of unique style. Wonderful in a hanging basket. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

You can propagate your own plants of ENCHANTED in 1952—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of ENCHANTED available from us at **10c** each.

**ESTRELLITA**—A new single white. Medium sized flowers feature a long, tight corolla and long pink sepals that curve up beautifully. Moderate grower and plenty of flowers—does well in warmer sections. **17½c.**

**FASCINATION**—Large double pink, deep pink sepals. One of the finest, specially large in cooler climate.

**FASHION**—1951 introduction. Semi-double mauve-lavender, streaked and marbled flesh and fuchsia pink. Tube and sepals waxy white, pink on underside. Good grower and bloomer. **20c.**

**FLIRTATION**—Double delicate orchid, light pink sepals. Medium strong growth, floriferous. Very fine in the cool coastal sections. **17½c.**

**FLYING CLOUD** (Patented)—Semi double to double white, slight pink flush at base of petals, tube and long spreading sepals white, tipped green. Good grower, even outside the fog belt, but needs a cool location. Easily flowered in pots—a good seller. Under license with the patentee we grow our own plants of Flying Cloud. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

**GAY SENORITA** (Schmidt)—Single bell-shaped corolla lilac, flushed rose, long sepals rose red. Large flower, very free flowering. Popular variety.

**G. MONK**—Double blue, sepals rose. Low and bushy, excellent pot plant.

**GUINEVERE**—Single to semi-double, long corolla a beautiful shade of blue; tube and long, broad, spreading sepals white, flushed pink on underside. Strong, spreading growth, good foliage. Most attractive flower. **20c.**

**GYPSY QUEEN**—Double rosy mauve, sepals deep red. Upright grower with enormous flowers. Can't be surpassed—tops everywhere.

**HAYWARD** (Brand)—Double deepest violet purple, short tube and broad sepals deep red. Medium high, upright grower with good-sized flowers featuring a wide-spreading corolla. **20c.**

**HERON**—Single blue-purple, broad sepals deep red. Strong upright grower, large flowers freely produced. The best in this class.

**HESITATION** (Brand)—Double white, long corolla with smaller outside petals soft pink. Tube and long sepals light pink. Medium, spreading grower, may be used as a hanger. **20c.**

**HOLLYDALE**—Double cattleya orchid, rosy sepals. Bushy grower, free blooming. One of the very best, specially for pots.

**HONEYMOON**—Double spreading corolla beautiful deep blue, red sepals. Large, free blooming. One of the top sellers. **17½c.**

**INGLEWOOD** (Evans)—Double. New—we had no flower to describe at catalogue deadline. **35c.**

**JACK SHAHAN**—Single, entire flower shades of light rose bengal. Strong willowy grower, large flower. Quite heat-tolerant. **17½c.**

**JIM FAIRCLO**—1951 Introduction. Double burgundy with darker shades at bottom of petals, deep crimson sepals. Upright grower. **20c.**

**JOAN OF ARC**—Double white. Taller, looser growth, and flower considered finer than Ave Maria. For the cool climate. **17½c.**

**LA BIANCA** (Patented)—Single corolla white, short tube and long upturned sepals white, tipped green. Medium strong growth, deep green foliage, even good in a hanging basket. Medium sized, well shaped flowers freely produced and are quite heat tolerant and, in fact, do better in the warmer sections than in the fog belt where the flowers may have a pink flush on the tube and base of sepals. The first all-white single fuchsia. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

You can propagate your own La Bianca in 1952—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of La Bianca available from us at **10c** each.

**LACE PETTICOATS**—New, described on page 4.

**LORD BYRON**—Single corolla almost black, scarlet sepals. Bushy plant, free blooming. One of the best for pots.

**LUCKY STRIKE**—Double blue and purple, splashed flesh pink, sepals pink. Strong bushy growth, free flowering. One of the most striking and popular.



**MAXINE ELIZABETH**—Single corolla near-white at base, deepening to rose red toward orange-flushed petal edges. Waxy tube; long, upturned, sepals salmon pink on inside. Willowy upright grower with masses of flowers. Showy, glowing color—stands full sun in the fog belt and is heat-tolerant in warmer sections. Blooms early. **20c.**

**MELODY**—Beautiful single pale rosy lilac, upturned sepals palest rose. Strong branching growth, large flowers, free blooming. Tops in any climate.

**MINUET IN G** (Evans)—Double white, faintly blushed, short tube and sepals white, underside of sepals soft pink. Medium upright grower. New—could not observe more before catalogue deadline. **35c.**

**MISSION BELL**—Single, flared bell-shaped corolla royal purple, sepals crimson. Strong upright grower, free blooming. Heat-tolerant. **20c.**

**MORNING GLORY**—1951 introduction. Single corolla orchid pink, tube and upturned sepals pale pink. Medium high, bushy grower, very free flowering. Beautifully shaped flower, like a pink "Sunset" fuchsia. **20c.**

**MOTH BLUE**—Double corolla deep lilac blue, short tube and long, broad, upturned sepals deep red. Plant of medium vigor and spreading habit; beautiful in a hanging basket. Very large flowers produced in succession, even in the "hot country." **17½c.**

**MOUNTAIN HAZE**—Double, light smoky-blue; short and narrow sepals pale pink. Large corolla and small sepals form odd appearance. **20c.**

**MRS. W. P. WOOD**—Similar in all respects to *F. magellanica* Molinae (macrostema alba) except the flowers are larger. Hardy, does well in the warm sections, very free flowering. **17½c.**

**NEW FASCINATION**—Double spreading corolla soft pink, sepals red. Strong upright grower, large flowers. Good everywhere.

**OLD SMOKY**—New, described on page 4.

**OREGON TRAIL**—Single hoop-skirt corolla opens to flat saucer-shape (best during cool months), light amparo-purple, veined rose red. Upturned sepals crimson. Moderate upright grower, early and very free blooming. **17½c.**

**OTHERFELLOW**—Single, deepening from near-white at base to coral pink at petal edges; tube and short green-tipped sepals are waxy white. Strong upright grower, very free blooming. It's cute. **17½c.**

**PACIFIC PALISADES** (Evans)—Double white, flushed pink at base of petals, sepals light pink. Compact, bushy grower. **20c.**

**PAN AMERICA**—Double palest pink, red sepals. Tall, loose grower, very large flowers.

**PATTY EVANS**—Double white, sepals white, tinted soft rose or pink. Vigorous, large flowers, blooms freely. Absolutely tops everywhere.

**PEPPERMINT STICK**—Double, royal purple center petals, outer petals light rose with purple edge. Broad upturned sepals carmine rose. Good grower, large spreading flowers. **20c.**

**PHENOMENAL**—Double plum purple, sepals bright scarlet. Finest for garden display.

**PICOTEE**—1951 introduction. Semi-double corolla near-white at base, deepening to rose violet at edges. Outer smaller petals flesh pink, large petals serrated at edges. Broad sepals softest pink. Bushy grower, free flowering. **20c.**

**PINK BALLOON**—Double fluffy corolla white, sepals rose. Blooms freely, very large flowers. Great favorite.

**PINK QUARTET**—A quartet of rolled center petals surrounded by spreading ones, all soft pink; broad upturned sepals deep pink. Strong upright grower, free blooming. A good fuchsia, does well in the warmer sections. **17½c.**

**PURPLE HEART**—Double corolla with center petals violet purple, large outer petals fuchsia pink and some marbled with purple; long, broad upturned red sepals. Strong upright grower with big buds and large flowers of strong color contrast. **20c.**

**RED SAILS**—Double soft pink; long and broad sepals deep red. Sepals twist and curl in peculiar fashion, exposing the large corolla. Strong, willowy grower. One of the Hodges' old favorites. **20c.**

**REGAL**—Resembles the variety Cardinal, but is a longer flower and a better all-red. Tall upright grower, good as a climber, heat-tolerant. **17½c.**

**REITER'S GIANT**—Double petunia purple, carmine sepals. Free flowering for such a very large flower, even in the warmer sections.

**REVERIE**—1951 introduction. Double spreading corolla self soft lilac-pink, tube and sepals flesh pink, underside of upturned sepals phlox pink. Upright bushy grower of medium size, small leaves. Heat-tolerant. One of Victor Reiter's finest fuchsias—we predict great popularity for REVERIE. **20c.**



**ROSE MAUVE**—1951 introduction. Double mauve, upturned sepals pink. Medium high, bushy grower, free blooming. Good pot plant. **20c.**

**ROSE OF DENMARK**—Single lustrous rose pink, recurved sepals white. Medium sized flowers, blooms freely. One of the loveliest. **20c.**

**ROSE OF MONTEREY**—1951 Haag introduction. Semi-double rose pink, sepals rose. Medium high, spreading plant. A new fuchsia well worth a trial. **20c.**

**ROYAL FLUSH**—New, described on page 4.

**RUBEO**—Double corolla rose to crimson and geranium lake, sepals pale carmine. Strong grower, large flowers, good color and substance. This is one of the best of all fuchsias—tops in any climate. **17½c.**

**RUBICON** (Brand)—Single to double deep violet purple, outer petals overlaid fuchsia pink. Short tube and short upturned sepals deep red. Stiff, upright grower, small foliage, free blooming. **20c.**

**RUFUS** (Nelson)—1951 introduction. Single, self-colored turkey red. Strong upright, bushy grower, just covered with medium sized, bright red flowers. Hardy and heat resistant. Should be wonderful for fuchsia hedges and other landscape uses. **20c.**

**SAN JACINTO** (Evans)—Originator's description: Beautiful crisp double flowers of lilac and waxy shell pink. Vigorous, bushy grower. **20c.**

**SAN LEANDRO**—Double, fuchsin to vermilion, tube and sepals carmine. Upright grower; large flowers don't mind heat. This variety is one of the best big doubles. **17½c.**

**SEA FOAM**—Semi-double marbled purple and white, tinted rose. Tube and sepals white to pale rose. Small bush, medium-sized flowers—for shade. **17½c.**

**SEQUOIA**—A sport of Honeymon, identical in habit, but the corolla is silvery orchid-lilac. Very early and free blooming—this is a good one. **17½c.**

**SERENADE** (Evans)—Single clear cerise, tube and sepals waxy light coral. Very vigorous with heavy canes and masses of large flowers of heavy substance. Sun and dry-air tolerant. **20c.**

**SEVENTEEN**—Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade, free blooming. Victor Reiter's masterpiece—one of the finest fuchsias ever introduced. Be sure to stock Seventeen in 1952—it sells itself. **17½c.**

**SILVIA**—1951 introduction. Semi-double corolla purest white, upturned sepals light pink. Tall grower, very free flowering. Heat tolerant. **20c.**

**SOUTH GATE**—1951 introduction. Double neyron rose; tube and sepals greenish-white, tipped green, underside pink. **20c.**

**SOUTH PACIFIC**—1951 introduction. As the flower matures the four pink-veined large round white petals open perfectly flat, displaying extra long pink stamens and pistil. Broad upturned crimson sepals. Upright bushy grower with good foliage and lots of flowers. Something different for your trade. **20c.**

**STARGAZER**—Single near-white to rosy purple, sepals flesh pink. Masses of more or less upright flowers. Stands hot weather better than most fuchsias.

**STELLA MARINA**—1951 introduction. Double corolla violet blue, outer petals fuchsia pink, recurved sepals rose red. Tall grower, free blooming, may be used as a large hanger. **20c.**

**SUNRAY**—Leaves silvery white, green, cream and yellow, new leaves and stems of colorful rosy hue. Beautiful foliage effect. **20c.**

**SUPER BRITISH**—Single orange-crimson, tube and sepals waxy white. Willowy grower, free blooming, excellent color contrast. Stands heat. **17½c.**

**SUSAN**—Double lilac blue, tube and sepals ivory and soft pink. Medium vigor, beautiful coloring. Very early bloomer, good pot plant. **17½c.**

**SWEET SIXTEEN**—1951 introduction. Double pink. Strong grower, useful for espalier or as hanger. **20c.**

**TELEVISION**—Semi-double orchid; tube and sepals waxy white, pink flush on underside. Medium upright, or may be good as a hanger. **20c.**

**TENNESSEE WALTZ**—1951 introduction. Double rose madder to mauvette, curved sepals rose madder. Strong growing upright bush. **20c.**

**THE DOWAGER**—Large double blue purple, broad upturned sepals rose red. Medium high, branching growth, free blooming. Very large in a cool climate. **17½c.**

**TITANIC**—Double deep purple, carmine at base, sepals red. Upright, free blooming for such a large flower. Highly recommended.

**TREASURE**—Double, spreading corolla soft lilac blue, pink sepals. Upright bushy grower, free flowering. This is one of the very best—sells readily.



**TRIUMPHANT**—Semi-double spreading corolla amethyst violet, sepals red. Tall, strong grower. Showy variety.

**UNCLE JULES**—Double violet blue, sepals crimson. Willowy growth. Giant double of fine "blue" coloring. Tops.

**VENICE** (Evans)—Double white, veined and flushed pink, recurved sepals waxy pink. Bushy, vigorous grower with large flowers. 20c.

**VENTURA** (Evans)—Originator's description: One of the "bloomingest" fuchsias you ever saw. Large sprays of bell-shaped coral-pink and rose-madder blooms on a sturdy upright bush. 20c.

**VIENNA**—Double spreading corolla lilac blue, recurved sepals rose pink. Vigorous upright, branching grower with large flowers. 20c.

**WEDGEWOOD**—1951 introduction. Double lavender blue, tube and upturned sepals waxy white, underside of sepals faintly blushed. Upright, bushy grower with small

foliage and many well shaped flowers of good substance. One of Clem Schnabel's finest. Heat tolerant. 20c.

**WHITEMOST**—Single white, sepals light pink. Strong grower, very free blooming. Easy to grow—one of the finest fuchsias.

**WHITE SPIDER**—1951 Haag introduction. Single white, long twisted sepals white, flushed pink. Fast, upright grower with good sized flowers. 20c.

**WHITE WONDER**—Double corolla white, broad sepals crimson. Strong upright growth. A Gypsy Queen sport with very large flowers. Highly recommended.

**WINSTON CHURCHILL**—Double magenta pink, shaded blue, sepals red. Medium bushy; good sized flowers, very free flowering. One of the real top varieties—excellent for pots.

**WOOD VIOLET** (Schmidt)—Double violet blue, sepals dark red. Medium bushy grower, medium sized flowers, free blooming. Does well south or north.

**ADDITIONAL VARIETIES**—The following listing includes some of the best fuchsias in the trade, many of them too well known to warrant description here.

All 15c each, except where otherwise noted:

Abundance, America; Aurora Superba 17½c; Ave Maria 17½c; Bolero, California, Cardinal; Clarion 17½c; Commander-in-Chief, Crescendo, Dainty Lady, Display, Electra, Erecta; Errol 17½; Formosissima, Gartenmeister Bonstedt; Gus Niederholzer 17½c; His Majesty 20c; Junior Miss 17½c; Lucienne Breval 17½c; F. magellanica gracilis; F. magellanica gracilis variegata 17½c; Mary C. Ware, Mazda, Molinae, Mona Lisa, Rosemarye, Santa Cruz, Schiller, Storm King; Summer Skies 17½c; Sunset, Symphony, The Chief, Torpilleur, Trumpeter; Uncle Charley 17½c; Utopia, Yuletide.

## HANGING POT or TRAILING FUCHSIAS

All strong 2½" pot plants, 15c each except where otherwise noted.

**AMAPOLA**—Usually semi-double, rose purple; tube and sepals dark pink. Vigorous grower, large flowers. 20c.

**ANNA**—Double, rose madder to carmine; long, broad red sepals. The very large flower is a best seller in all fuchsia growing sections. Heat resistant—absolutely tops. 17½c.

**AUTUMNALE**—Highly colored foliage of bronze, orange, yellow and green. Grow in sunnier location, pinch back frequently.

**BACHELOR GIRL**—New, described on page 3.

**BEWITCHED** (Patent pending)—1951 introduction. Double corolla dubonnet purple, petals near-white at base. Tube and long, green-tipped sepals white, inside sepals flushed palest pink. Long white buds open into large flowers, produced in abundance. Vigorous willowy grower, lush-green foliage. Dramatic color contrast and proved to

be a leader in retail sales. 35c. (Minimum retail price for 1952 is \$1.00 each.)

You can propagate your own BEWITCHED in 1952. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of BEWITCHED available from us at 10c each.

**BLOSSOM TIME**—New, described on page 3.

**BLUE BONNET**—Large single, flaring, corolla deepening to purple-blue, prominently veined red. Tube and long, upturned sepals bright red. Of vigorous growth and free blooming. 20c.

**BLUE PENDANT**—Double pale powder blue, broad sepals rose pink. Moderate, branching growth, free bloomer. Beautiful soft colored flowers that can take our warm climate in Palo Alto. 17½c.

**BOUFFANT**—Long single white corolla, lightly veined pink at base; medium tube and large, spreading sepals pink to rose red, depending on exposure. Vigorous, willowy grower, free blooming, large flowers. Very popular. **17½c.**

**BUTTERFLY**—Large single flaring corolla rose to crimson, recurved sepals light red. Outstanding among the reds. **17½c.**

**CARIOCA** (Schmidt)—1951 introduction. Single spreading corolla with petal edges notched; long green-tipped upturned sepals. Buds open with purplish shading to petals, but change to large flowers of almost self-rose shadings. Strong grower with medium sized leaves, very free flowering. Heat resistant, but has made a big hit in the cooler sections, too. **20c.**

**CASCADE**—Single deep carmine, long sepals white, flushed pale carmine. Strong grower, good foliage, large flowers. Universally popular.

**CHINA DOLL**—Double white, sepals red. Large flower. A 1950 introduction. **20c.**

**ESTHER NELSON** (Nelson)—1951 introduction. Double orchid purple to pink, tube and recurved sepals flesh pink, green-tipped. Fluffy medium sized flowers. **35c.**

**FALLING STARS**—Single, deep orange carmine, tube and sepals salmon. Strong grower, better than "Morning Mist."

**GAY FANDANGO** (Nelson) Patent pending. 1951 introduction. Double, magenta rose, geranium lake at the base of the long corolla. Long, broad, curved sepals carmine rose. Vigorous, branching grower, free blooming. Under license with the patentee we grow our own Gay Fandango. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

**GIANT CASCADE**—Between Cascade and Hallowe'en in size and color. Very fine large flowered trailer. Recommended.

**GLORIOUS**—Single rose bengal, long waxy white tube and long pale neyron rose sepals. Good sized flowers, free blooming. **17½c.**

**INCA MAIDEN** (Schmidt)—Single violet blue, long narrow reflexed sepals rose pink. A hardy strong grower, noted for perpetual bloom. Heat resistant—none easier.

**JOYCE**—Semi-double orchid pink, long sepals deep pink. Vigorous grower, large flowers. **17½c.**

**MANTILLA**—Single corolla, very long tube, and sepals, all deep red. Fine trailer, with bronzy foliage. Specially recommended as it stands more heat than most trailing fuchsias. **17½c.**

**MARINKA**—Single crimson, red sepals. Reddish stems and leaves. Hardy and easy to grow and very popular.

**MERLE HODGES**—Double large fluffy corolla soft powder blue, outside petals flushed fuchsia pink. Some of the petals are scalloped. Broad, upturned sepals rosy red. Best in the fog belt, or during cool months in warmer sections. Very choice. **20c.**

**MISS CALIFORNIA**—Single to semi-double white, light pink veining near base of petals. Tube and broad, long pointed upturned sepals medium pink, shaded deeper pink. Creates a marvelous display in a hanging basket. Loves the cool weather. **20c.**

**MOLESWORTH**—Double white, sepals scarlet. A fine red-and-white for hanging pots. **15c.** See also Swingtime.

**MRS. RUNDLE**—Single light orange, long tube and sepals pale salmon. Strong growth, fine foliage. Beautifully shaped flower.

**MRS. VICTOR REITER**—Single crimson, long tube and narrow sepals white. Tops in color contrast and grace of flower.

**MURIEL**—Long single rosy lilac corolla, red sepals. Vigorous, hardy, blooms freely.

**PERIWINKLE**—1951 introduction. Long single campanulate corolla lavender blue, long recurved sepals pink. Strong willowy grower, deep green leaves. Beautifully shaped flowers as shown on long-branching hanger at Mr. and Mrs. Hodges' famous fuchsia garden in Pacific Grove. For a cool location. **20c.**

**PINK BALLET GIRL** (Nonpareil)—Semi-double rosy violet-blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Easy to grow.

**PINK ELEGANCE** (Patented)—Single corolla self pink, long upturned sepals rose pink with salmon flush. Pleated and rolled petals give the corolla an appearance of being double. Thrives in the warmer sections and so proved to be very popular in 1951, and should be a big seller in 1952. Under license with the patentee we grow our own plants of Pink Elegance. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

**PUGET SOUND**—Double spreading white corolla, pink on outside petals. Broad upturned sepals rosy red. Moderate bushy grower, good foliage. For the cool Coastal climate where it is one of the largest. **17½c.**



**PURPLE SAGE**—1951 introduction. Single saucer-shaped deep purple corolla opens flat as the medium sized flowers mature, displaying extra long red stamens and pistil. Recurved deep red sepals. Medium grower with dark leaves. Blooms very freely and stands up well even here in warm Palo Alto. **20c.**

**RED SPIDER**—Color much like Butterfly, but slight violet undertone. Good trailing habit, stands warmer climate. Sheets of flowers with long spreading sepals. Absolutely tops.

**RED WING**—Single corolla purple and red, long pointed wide-spreading sepals red **17½c.**

**RUTHIE** (Brand)—1951 introduction. Double, intense violet blue, small outside petals fuchsia pink. Short, broad sepals white, flushed pink on underside. Medium sized flowers, free blooming. **20c.**

**SAN FRANCISCO**—Single geranium lake, thick tube and long sepals pale carmine. Strong grower. A very fine orange variety.

**SAN MATEO**—Double, deepest violet, splashed fuchsia pink. Sepals rosy red. Very large informal corolla, the most popular giant-flowered hanger. **17½c.**

**SAN PABLO**—A sport of San Mateo, identical in growth and size of flowers except for its more trailing habit and the orchid color of the corolla, with rose pink sepals. One of the finest ever introduced. **17½c.**

**SCOTTY**—Double violet blue, sepals pink. Large flowers. **20c.**

**SNOWFLAKE**—1951 introduction. Single white bell-shaped corolla, upcurled sepals white. Strong grower with dark green foliage, easy to grow, free blooming. Heat resistant. **20c.**

**STREAMLINER** (Patent pending)—1951 introduction. Everything about this great fuchsia is streamlined—the long slender buds, long thin tube, long semi-double corolla, extra long twisted and curved sepals, and even the strong growth streamlines directly down from the hanging pot. Similar in coloring to "Red Spider," but deeper colored in both corolla and sepals. Streamliner loves the warmer climate and has produced sheets of blooms wherever grown last season. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

You can propagate your own STREAMLINER in 1952. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of STREAMLINER available from us at **10c** each.

**SWEETHEART**—Double corolla with center petals lavender blue; large outer petals fuchsia pink and some marbled with blue; long, broad, recurved pink sepals. Willowy grower with big buds and large flowers. Sweetheart is in the always popular soft colors. **20c.**

**SWINGTIME**—Double corolla milky white, tube and short, upturned sepals shiny red. Good grower of branching habit, early and free blooming, with large flowers having a prominent, spreading corolla. One of the top hanging basket fuchsias, as Swingtime likes the warmer climate and performs equally well in the cooler sections. **20c.**

**TRAIL BLAZER** (Patented) — 1951 introduction. Best described as a double RED SPIDER, with sepals a little paler in color. This is a real trailer, with branches hanging directly down the sides of the basket. Under license with the patentee we grow our own plants of Trail Blazer. **35c.** (Minimum retail price for 1952 is **\$1.00** each.)

**WILLIAM BRAAS**—1951 introduction. Double corolla rose madder; upturned sepals white, flushed palest pink. A real hanger, may be best described as a large, darker and fully double "Cascade." **20c.**

## OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging baskets, specially those printed in heavy type:

**Abundance, America, Aunt Juliana, Aurora Superba, Clair de Lune, Columbia, Don Peralta, Du Barry, Enchanted, Flirtation, Flying Cloud, Formosissima, Gay Senorita, Hesitation, Jack Shahan, La Bianca, Lucky Strike, Maxine Elizabeth, Moth Blue, Old Smoky, Pan America, Patty Evans, Purple Heart, Seventeen, Souvenir de H. Henkel, Super British, The Dowager, Titanic, Uncle Charley, Uncle Jules, Utopia** and **Whitemost.**



### ONE WAY TO PLANT A FUCHSIA BASKET

The 12" white clay hanging-pot pictured here was planted the day before the photo was taken.

First, broken crocks were placed over the drainage hole at the bottom of the pot, followed by a  $\frac{1}{2}$ "-1" layer of coarse sand, pea gravel, or peat. Then the soil mixture, composed of **one part** good top soil, **barely one part** sharp sand and **one part or more** coarse leafmold. The prepared soil should be moist, not wet, and should be firmed down as the pot is filled. A heaping teaspoonful of plant food such as Vigoro or Gaviota is spread over and mixed into the top two or three inches of soil in the pot.

Three strong trailing fuchsias from 2½" pots—pinched back some weeks before to make them branch out—are then placed and planted as pictured above. A thorough watering finishes the planting job. Hang in a cool, part-shaded place, keep moist and feed regularly (from a week to a month between applications, depending on the type fertilizer used). Don't place in deep shade. Fuchsias must have all the light they can get and a few sunny hours a day in order to bloom well. Protect them from wind and mid-day sun—they love early morning or late afternoon sun. Pinch back long-growing shoots once or twice more and keep plants free of bugs.

For photogenic reasons a white clay pot was used in this case, but of course other types of containers may be used. Best of all are wooden hanging boxes of various shapes and sizes.

Ivy Geraniums (see page 18) may be planted somewhat the same way, but need a heavier soil mixture, and not as much extra feeding. Ivy Geraniums in hanging baskets thrive in a warmer, sunnier location than the cool, more shaded spot fuchsias like.



# LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

## 1952 INTRODUCTION

**CIRCUS DAY** (Schmidt)—Lower petals medium pink, somewhat fluted. Top petals deeper pink, with medium-large velvety brown-black blotch, flushed with salmon. Strong upright grower of average size, noted for large umbels of very large flowers, held well above the plant. As gay as a Circus Day!

### Wholesale Prices for CIRCUS DAY, Strong 2½" pot plants

5 plants.....	each \$ .65	25 or more plants .....	\$ .40
10 plants.....	each .50	100 or more plants.....	.35

MINIMUM RETAIL PRICE for Circus Day for the entire year 1952: plants in 2½" pots \$1.00 each.

## GENERAL COLLECTION

This group includes the standard Best Seller varieties. If you have never grown Pelargoniums, or if you had poor sales with the varieties you did have, be sure to try a few of the ones listed below. This year we have added a number of outstanding varieties introduced the past few years—varieties you will not find at every nursery. Your customers are always looking for something different and with these varieties you can supply that steady demand.

SOLD OUT IN LESS THAN ONE MONTH—that was the case last year. This year we expect to be sold out of Pelargoniums again in less than one month after this catalogue is mailed out. So please **order at once** if you want Pelargoniums from us for spring 1952 delivery.

Strong stock from 2½" pots, \$25.00 per 100, except where otherwise noted. Pot them into 4" pots or larger size on arrival and you will have no trouble selling them at retail for a minimum of 85c when in bud or bloom. Many sell readily for \$1.00 or more and specimen plants in pots larger than 4" bring correspondingly higher prices. You may order as few or as many varieties as you choose, each variety in lots of **five or more plants**.

**ALICE EASTWOOD** (Schmidt)—Beautiful soft rosy pink, top petals slightly deeper colored and veined from base to the medium-sized deep velvety red spot in center. All petals waved. Medium, bushy growth, good foliage, free blooming. Large umbels of large flowers.

**ARISTOCRAT**—Deep red, orange sheen, lilac at center and petal edges. Good grower, medium-large round flower with waved petals and distinct luminous quality.

**AZALEA**—Well known, large umbels of rose red flowers.

**BABY BREEN**—Pale lilac and deep velvety violet purple. One of the Pansy Pelargoniums, larger flowers than Mrs. Layal or Little Rascal, free-blooming pot plant.

**BALLERINA**—Pastel or shell pink, apricot undertone especially under glass, top petals veined from base to center spot of

crimson. Strong, spreading grower, large umbels of large ruffled flowers, very free flowering. Tops in ruffled soft pinks—a real best seller.

**BETTINA** (Schmidt)—Soft pastel pink, deep red veining at base half of lower petals. Top petals slightly deeper colored, prominently veined from base to medium sized deep velvety red center blotch. Large umbels, large flowers, broad petals, good keeping quality. Features **early and long-blooming** season.

**BEVERLY HILLS**—Popular cattleya orchid.

**CHICADEE**—1950 introduction. Similar to the well known Pansy Pelargonium Mrs. Layal, but has more attractive flowers and is free blooming.

**CHICAGO MARKET**—Low, compact, rosy orchid.

**CHINA ROSE**—Deep "smoky" cerise rose-red, near-white at throat, deep red veining and small spot in lower petals. Top petals heavily veined from base to large velvety brown-black blotch. Large flower, distinctive coloring.

**CITY OF OAKLAND**—Large glistening white, top petals with medium rose-violet blotch. Strong grower, large umbels.

**CONGO**—All petals veined black, maroon black center, and rose-violet flush toward lilac border. Early and long-blooming.

**CONSPICUOUS**—Shining oxblood or wine red, elongated black spot in lower petals, more veining and blotch in top petals; waved petals edged with a black hair-line. Very large flowers, floriferous. Well named, as CONSPICUOUS is one of the showiest and most distinct varieties to be introduced in years. We highly recommend this outstanding new variety. 5 plants each **60c**; 10 plants each **45c**; 25 or more each **35c**; 100 or more each **30c**.

**COVER GIRL**—Soft pink, white throat, deeper top petals. Very free flowering with beautifully ruffled flowers.

**DARK SPRINGTIME**—A deeper rose-red color than the well-known Springtime, otherwise identical.

**DISCOVERY**—Light orchid pink, top petals heavily blotched, all petals waved. Tall, strong grower featuring large umbels of large flowers.

**DUCHESS OF KENT**—Although rather a tall grower, the ruffled white flowers make this a perennial favorite.

**EMPRESS OF RUSSIA**—Rose maroon, each petal with very dark center and narrow white margin. Color varies considerably. Tall grower, and although an old variety it is so different that each year the demand exceeds the supply.

**FAISS TRIUMPH**—Well known rosy pink, large umbels, nicely ruffled flowers.

**FLAME**—Finest "orange," good medium growth, long blooming season.

**GARDENER'S JOY**—White, flushed palest blush, top petals with dark red-brown blotch surrounded by rose. Upright, bushy grower, with large umbels of very large flowers. Tops.

**GAY NINETIES** (Schmidt)—Glistening white, small rosy spot in lower petals, top petals heavily veined, with a large center blotch of glowing raspberry rose. Large round flower, all petals waved, free flowering.

**GOLDILOCKS**—Golden apricot with an orange flush. Rather tall grower, beautiful soft coloring.

**GRACE ARMSTRONG**—Glistening white with large, round, ruffled flowers. Very fine.

**GRAND SLAM** (Schmidt)—Rosy red, slight salmon undertone; top petals with velvety red-brown spot, flushed salmon to petal edges. Handsome umbels of large flowers with heavily waved petals. Moderate growth, a grand bedding and pot plant variety. Most nurseries report being sold out early in 1950 and again early in 1951. Grand Slam will be a big seller in 1952—place your order at once. 5 plants, each **60c**; 10 plants, each **45c**; 25 or more, each **35c**; 100 or more, each **30c**.

**GROSSMAMA FISCHER**—Standard deep salmon, compact habit. Tops.

**HARRIETTE**—All petals crimson and maroon black. Low bushy grower, medium sized flowers, early and long blooming. An outstanding pot plant variety.

**HEARTBEAT**—Somewhat deeper than Dark Springtime, otherwise identical. Very good.

**IRENE RITCHIE**—Light salmon pink, top petals heavily flushed orange-salmon. Tall grower, large flower.

**JOHN WINTERMUTE**—While a rank grower, nothing beats the beautiful deep raspberry-rose and red flowers.

**JOSEPHINE**—Light rosy pink with large white center, reverse of petals white. All petals waved, very free flowering and an early bloomer.

**JUNGLE NIGHT**—Reddish buds darken to black, and open to large flowers of deepest maroon, overlaid velvety black. Petals waved and curled. Upright grower, large light green leaves, long blooming season. The largest flower of the new "black" varieties.

**LAVENDER QUEEN**—Standard lavender, with darker spots in each petal.

**LITTLE RASCAL** (Schmidt)—Pansy Pelargonium; pale lilac with dark blotch. Blooms early and in greatest profusion. Good pot plant.

**LOWELL**—Bright red with black blotches.

**LUCY ANN LESLIE**—Lovely pink with crimson blotch. Large flowers.

**LUCY BECKER**—Light pink, each petal with small dark blotch. Compact habit, long blooming, very good pot plant.



**MACKENSEN**—Rose pink. Medium low, bushy grower, very large flowers.

**MARIE ROBER**—Color varies, usually purple to black. Strong upright growth, large flowers.

**MARIE VOGEL**—Red, faintly flushed salmon, dark blotches on top petals. Very large flowers with waved petals, recommended as a fine red for pots or bedding.

**MARY ELIZABETH**—Soft salmon, rose undertone. Strong grower, free blooming. Fine.

**MRS. LAYAL**—This is the famous Pansy Pelargonium. Bushy growth, small leaves and medium small flowers. Blooms early and in profusion for a long season. A leader for pot culture.

**MRS. MARY BARD**—Snow white with a few mallow stripes near base of petals. Bushy habit, large flowers, long blooming season. Tops for bedding or pots.

**NELL BERTRAM**—Pink, flushed salmon, all petals covered with brown-black veins and blotches. A good dark variety, still rare.

**NEUHEIT C. FAISS**—Silvery heliotrope with violet marking in each petal. Distinct.

**OUR FRANCES**—Soft silvery rose pink, top petals with medium crimson blotch. Medium low, bushy grower, blooms early. A top seller.

**PEACH BLOW**—Pale peach, crimson veining and blotch, flushed light violet rose. Something different.

**PINK CHARM**—Soft pink, top petals with dark brown blotch, flushed orange-salmon. Flowers are ruffled.

**PINK GARDENER'S JOY**—Medium pink, top petals blotched. Blooms freely, with attractive, frilled flowers.

**PRAIRIE FIRE** (Schmidt)—Soft pink, all petals conspicuously veined deep brown and flushed salmon, top petals deeper colored. Distinctive "flame-like" coloring.

**RAY KELLOGG**—Pale pink, flushed strawberry, top petals heavily veined from base to the velvety black blotch, overlaid strawberry. Large umbels of handsome, large flowers with a narrow, near-white ruffled border. This is one of the finest of all pelargoniums—we recommend it highly.

**RED MOON**—Orange-flushed light rosy red, deeper top petals. Rather tall, early blooming and attractive.

**RED VELVET**—Deep wine red, overlaid velvety black. All petals waved, redder than Jungle Night. Good grower, free blooming. Large flowers.

**RHAPSODY**—Salmon-flushed pink, light center, velvety crimson blotch in top petals. Rather tall grower with large umbels of bold flowers. Good seller.

**RIPPLES**—Distinctive light rose-maroon, lilac undertone, near-white at petal edges, all petals heavily veined. One of our best retail sellers—first time offered at wholesale.

**SALMON SPRINGTIME**—More red than salmon, the whole flower attractively flecked with irregular white spots. Tall, large umbels of ruffled flowers.

**SANTA CRUZ**—Light pink sport of Ruth McAfee—we have grown beautiful **hanging baskets** of this variety.

**SANTA MONICA**—Lovely soft La France pink, red spots in top petals. Early, continuous bloomer, large flowers.

**SEÑORITA**—Rose pink, orange flush, lilac throat. Top petals with brownish-black center. All petals with lilac-white edging. A gay and showy flower.

**SNOWBANK**—Although a tall grower, this variety has good sized umbels of large flowers, of the purest white so far available in Lady Washington geraniums.

**SPRING SONG**—Light pink, veined crimson; top petals veined deep crimson to the velvety red blotch. Medium bushy grower, producing quantities of large umbels of very large waved flowers. Fine pot and bedding variety.

**SUE JARRETT**—Pink, shaded salmon; all petals marked, top ones almost covered velvety maroon. Immense flowers.

**SUZANNE**—1950 introduction. Large umbels of good sized ruffled flowers. White, each petal with crimson blotch, washed raspberry, two top petals overlaid velvety maroon at center. Good pot plant.

**TROUBADOUR**—Lower petals pale lilac, veined rosy-violet, top petals almost solid velvety maroon-black with narrow lilac border. Strong grower, blooms late.

**TUNISIA**—Rose violet, each petal with a large brown-black blotch. Strong, bushy grower.

**VAGABOND** (Schmidt)—Deepest maroon, overlaid with a velvety black sheen, line of rosy-lilac edges each petal. Strong upright grower.

**VALENTINE GIRL**—Softest apricot pink; top petals with red, salmon-flushed spot in center. Tall grower, very large flowers. Choice.

**VIDA BURKE**—Lower petals deep pink; top petals with small brown-black blotch, flushed orange. Strong bushy grower, large showy flowers.

**WALTZTIME** (Schmidt) — Beautifully ruffled cattleya-orchid, top petals veined deep violet to the small blotch of velvety violet. Strong upright grower, very free flowering, long blooming season. Large ruffled flowers held well above the foliage. Be sure to try it.

**WARREN KELLOGG** — Similar to Tunisia, but more compact. Wonderful pot plant.

**WOLFGANG GOETHE** — Deep red with a large, well-defined violet-black blotch in

each petal. Tall, large flowers. A fine deep red.

**ZENOBIA** — Orange red, top petals with velvety crimson center. Medium large flowers, petals curled and waved. Highly colored variety.

**ZULU KING** — Rosy red, lilac undertone at edges, lower petals veined and with round brown-black blotch in center; top petals almost entirely covered with velvety brown-black. Good medium grower with large, bold flowers.

## GARDEN GERANIUMS

### Zonal or Common Geranium, botanically *Pelargonium hortorum* varieties.

From our large collection we have selected the following varieties as good all-around garden and pot plant geraniums.

All strong stock in 2½" pots, ready when shipped for 4" pots or larger containers. You may order as few as five of a variety, any or all varieties. 2½" pots, \$20.00 per 100.

**ALICE OF VINCENNES** — Single; varies, usually large white center shading through soft carmine rose to red at the edges.

**ALPHONSE RICARD** — Semi-double, light scarlet. Vigorous grower, very large flowers in large umbels.

**BETTER TIMES** — Double, bright deep red. Compact grower, free flowering. Fine pot plant, much used for bedding.

**CALIFORNIA BEAUTY** — Double, rose pink with white center. Floriferous—good pot and bedding variety.

**CALIFORNIA GIANT** — Semi-double, rose pink with white center. Vigorous grower, large umbels, large flowers.

**FIAT** (Pink Fiat) — Double salmon coral-pink, tops for pot culture.

**IMPROVED MRS. LAWRENCE** — Semi-double, light salmon pink. Medium growth, very free flowering. Good pot and bedding variety.

**IRVINGTON BEAUTY** — Semi-double, rose pink and salmon. Medium grower, free flowering.

**MADAME BUCHNER** (sold under various names) — The best known double white.

**MADAME JAULIN** (syn. Apple Blossom) — Semi-double, white, flushed apricot pink. Large flowers, very large umbels, free blooming. Vigorous bushy growth.

**MARGUERITE DE LAYRE** (also sold under other names) — The best known single white.

**MAXIME KOVALEVSKY** — Single, remarkable shade of orange. Well known bedding and pot plant variety.

**MISSOURI** — Double, bright scarlet. Strong grower, popular garden variety.

**MRS. E. G. HILL** — Single, salmon pink, darker near petal edges. Fine large umbels. Good bedding variety.

**NUIT POITEVINE** — Single, purplish crimson, scarlet flush in top petals. Distinct dark coloring.

**PRIDE OF CAMDEN** — Double, velvety deep red. Showy, free blooming. Finest double red for garden and pots.

**RADIO RED** — Double, bright red. Free flowering, most brilliant of the reds.

**RUBY** — Double, deep ruby red. Very large umbels.

**SALMON SUPREME** — Semi-double, apricot salmon. Stocky growth, very large flowers, free blooming. Good pot and bedding variety.

**SPRINGFIELD VIOLET** — Double, deep purple-crimson. Rich coloring.



## DWARF GERANIUMS

Dwarf geraniums are not just low-growing forms of the regular Zonal or Garden geraniums, but are truly dwarfs, with small leaves and small flowers on miniature plants. Fine for window gardening or outdoor pot culture. So uncommon that any nursery handling them will find a ready sale. Priced below; please order five or more plants of a variety, any or all varieties.

**BLACK VESUVIUS**—Dwarf, with small dark leaves turning almost black-green in full sun. Fairly large bright-red single flowers over a long period. Grows slowly. **50c** each.

**KLEINER LIEBLING** (Little Darling)—Dwarf, with small green leaves and small single rose pink flowers, blooms freely. Tallest of the dwarfs, in time up to 15" high, but normally lower in pots. **25c** each.

**MADAME FOURNIER**—Dwarf, much like Black Vesuvius, described above, but

faster growing and fine for low borders, as well as pots. Single red flowers. **25c**.

**PIGMY**—Dwarf, very small light green leaves and small double red flowers. Grows fairly fast, but is the smallest of all geraniums and blooms very freely. Most difficult of all geraniums to ship any distance, such as to eastern states. **35c** each.

**PIXIE**—Dwarf, dark leaves and single light salmon-pink flowers. Good grower with foliage turning very dark in full sun. Blooms freely. **35c** each.

## FANCY-LEAVED GERANIUMS

Also known as Colored-leaved, these are forms of the Garden or Zonal Geranium with zonal markings and various colors on the leaves. This is another group overlooked by many nurseries. They are much sought after for window gardening, pot culture or planting outdoors. Much recent magazine and newspaper publicity has further increased the demand for them.

All strong stock grown in **2½" pots**, at **25c each** unless otherwise noted, five or more plants of a variety, any or all varieties.

**ALPHA**—Medium small yellow-green leaves with a reddish zone. Low, bushy plant, single red flowers.

**CRYSTAL PALACE GEM**—Yellow-green with an irregular green spot in the center of the leaf. Strong grower, small single red flowers.

**DISTINCTION** (One-In-A-Ring)—Medium small, light green leaves with very dark zone near edge, leaf edge distinctly ruffled. Foliage deep green with almost black zone when in full sun. Bushy plant, single red flowers.

**DWARF GOLD LEAF**—Not a dwarf, but low and bushy and the best of the Gold-Leaved varieties. Like all yellow-green varieties, color is best in as much sun as they will stand without "burning." Small single brilliant red flower. **35c** each.

**HAPPY THOUGHT**—Green leaves with large irregular, light yellow center. Strong upright grower, small single deep red flowers. Easy to grow, good even in part shade.

**JUBILEE**—Yellow-green with a broad red-brown zone, very handsome in a sunny location. Strong upright grower, small single salmon flowers. This is the best of the various Bronze-Leaved varieties of this type.

**MISS BURDETT COUTTS**—Two-toned green center, zoned brown and red, with a creamy yellow border. Small single light red flowers. Low, slow, bushy grower, fine for pots. Very colorful if given enough sun to color up well without "burning." **50c** each.

**MRS. COX**—Green with wide zone of bronze, salmon red and crimson, edged yellow. Strong upright grower, small single pink flowers. Probably the most colorful of all Fancy-Leaved geraniums. **50c** each.

**MRS. PARKER**—Silvery green, bordered white. Somewhat slow but easy to grow, with fairly good double pink flowers, very free flowering.

**SKIES OF ITALY**—Green, zoned bronze and splashed red, creamy-yellow edge. Strong grower, stands full sun, small single light red flowers. Color brightest on older, pot-bound plants that are given light applications of a complete plant food. This applies to all the Fancy-Leaved geraniums—brightest coloring is on the new growth.

**WILHELM LANGGUTH** (Mrs. Langguth, etc.) Silvery green, bordered white, with good sized double cherry-red flowers. Strong upright grower. This and Mrs. Parker will do fairly well in part shade.

## SCENTED-LEAVED GERANIUMS

This group, too, has had a lot of favorable publicity and should be in strong demand this coming season. The flowers are not much (with one or two exceptions), but that is more than made up by the interesting leaf shapes and the strong scent emitted when the leaves are rubbed. Fine for pots, or outdoor planting.

Strong 2½" pot plants, 25c each, five or more of a variety, any or all varieties: **Clorinda**, **Fair Ellen**, **Lemon**, **Lime**, **Peppermint**, **Pungent Peppermint**, **Nutmeg**, **Rose**, **Strawberry**, **Variegated Prince Rupert** and **Variegated Rose** geranium.

## UNUSUAL GERANIUMS

**NOEL**—Double pure white Cactus-Flowered geranium. Quite a novelty. 25c.

**PINK POINSETTIA**—Double light orchid-pink Cactus-Flowered. 25c.

**POINSETTIA**—Double red Cactus-Flowered. 25c.

**RED ROSEBUD**—Very double bright red, miniature rosebuds. 25c.

**NEW LIFE**—This is a real novelty geranium as no two flowers are alike. Medium-sized single bright red flowers are striped and flecked white, some are all red, or white with a pink eye, or the flower may be part one color and part another. Good grower, fine for pots, very free flowering. 35c.

## IVY-LEAF GERANIUMS

Also known as Ivy Geraniums and Trailing Geraniums, botanically as *Pelargonium peltatum* varieties.

Where a bank, wall, fence, window box or hanging basket (see page 12 on how to plant one) is exposed to more sun than fuchsias will stand, that's the location for Ivy Geraniums. They love a warm, sunny spot. The strong pink, scarlet, cerise, violet-purple and red varieties are particularly good for sunny exposures. However, some varieties, especially the soft-colored ones such as *Bridesmaid*, *Cliff House*, *Comtesse de Grey*, etc., have larger flowers and are more pleasingly colored in a location that is shaded during the hottest part of the day.

Here are listed the finest varieties in the trade today, selected from our noted collection.

All grown in 2½" pots, at 20c each, unless otherwise noted.

**ALLIANCE** (syn. *Victory*)—Double, lilac white, spots of deep rose. This is a *P. hortorum* x *P. peltatum* hybrid.

**BRIDESMAID** (Schmidt)—Double, soft orchid or cattleya pink, very large flowers. One of the finest of them all. 25c.

**BUTTERFLIES** (Schmidt)—Single, deep orchid, top petals veined and marked red. Unusual form. 25c.

**CAPRICE** (Schmidt)—Semi-double light silvery pink. Top petals with elongated white bar, crimson stripes and round crimson spot. Large flowers, free flowering. 25c.

**CAYUCAS**—Double, rosy pink, fuchsia undertone. Unique shade.

**CHARLES MONSELET**—Double, cerise rose red. Large, showy flowers and best in this color.

**CLIFF HOUSE**—Double, white flushed orchid, deeper color in sun.

**COL. BADEN POWELL**—Semi-double white, flushed lilac, top petals marked cerise.

**COMTESSE DE GREY**—Semi-double, soft satiny pink, top petals slightly marked. Medium flowers, free bloomer.

**DIENER'S LAVENDER** (syn. *Giant Lavender*, *Lavender Giant*)—Double, lilac lavender, large flower. Outstanding.

**EL GAUCHO** (Schmidt)—Double, bright rose cerise, light violet undertone. Top petals marked crimson at base of petals. Large, fully double flower, free blooming. Very showy. 25c.

**GALILEE**—Double, medium pink. Most widely grown pink. Very good and a top seller.

**INTENSITY** (syn. *Etincelant*, *Red Majesty*)—Semi-double, brilliant deep orange scarlet. Large flower, free blooming. The outstanding bright red ivy geranium.

**JEANNE D'ARC**—Single, faintest lilac. Long, bushy growth, dark foliage. Fine ground cover.



*This is how you, too,*

*can propagate*

## *Patented Fuchsias in 1952!*

As was the case when roses and other plants were first patented, a good many nurserymen were "dead set agin it" when the first fuchsias were patented.

Most nurserymen know now that the sure money and best protection against chiseling is to be found in a patented variety. The modern nurseryman is glad to see good varieties patented, as that protects him in all stages of marketing a plant and assures a reasonable established profit. We are sure that only the few nurserymen who do not understand how the patent works in their favor are still against it.

In the case of fuchsias it is very simple. Take as an example the variety "Flying Cloud," introduced in 1949 by Victor Reiter, Jr. Plants were available from him during 1949 at 35c each wholesale, to sell at \$1.00 each retail. The next year, 1950, many nurseries in the West propagated their own stock of "Flying Cloud" and merely purchased the patent labels at 10c each from Mr. Reiter. The nurseryman could then sell his own propagated stock at wholesale for 35c each, or at retail at \$1.00 each, provided each individual plant he sold had on one of the patent labels purchased from Victor Reiter, Jr. This continues on, with the originator setting the price per label, the wholesale price and the retail price each succeeding year, during the life of the patent.

▶ This, then, works the same way with the five patented varieties we introduced in 1950 and 1951 for the originator, Horace M. Tired. You may propagate these five patented varieties, *Bewitched*, *Du Barry*, *Enchanted*, *La Bianca* and *Streamliner*, in 1952 and sell your own plants at 35c each wholesale to other nurseries and \$1.00 each retail, provided each plant has one of the patent labels furnished by Mr. Tired. However, in order to avoid confusion and to facilitate sales, we will have the labels for sale for the originator, Mr. Tired. You do not have to order plants of any kind from us, in order to buy the patent labels. Just mail in your order for so many labels of either *Bewitched*, *Du Barry*, *Enchanted*, *La Bianca* or *Streamliner*, at 10c per label, F.O.B. Palo Alto.

*See other side for Propagating Agreement*



You can propagate Patented Fuchsias

. . . see other side of this sheet

## AGREEMENT

with the Schmidt Nursery

Covering the New 1952 Fuchsia Introductions

This agreement covers only the following 1952 Fuchsia Introductions: *Bachelor Girl*, *Blossom Time*, *Bunker Boy*, *Cherie*, *Country Cousin*, *Old Smoky* and *Royal Flush*. The varieties *Bridesmaid* and *Lace Petticoats* are automatically protected by the patent applied for. Excepting the above named seven varieties and all the patented varieties listed in this catalogue, there are no propagating restrictions on any of the other varieties listed in this 1951-1952 Wholesale Catalogue.

The undersigned purchaser hereby agrees NOT TO PROPAGATE FOR ANY PURPOSE, wholesale or retail, or sell without the individually furnished copyrighted label bearing the variety name, any or all plants of above named 1952 Fuchsia Introductions BEFORE JANUARY 1, 1953.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price, any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 355 Lambert Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions covering the 1952 Fuchsia Introductions in question.*

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Date

Please Print — Name of Nursery

---

Signed by

Street or R.F.D.

---

City

Zone

State



**JESTER** (Schmidt)—Double, orchid pink with small rosy stripes at edges. Color varies. Very large flower, free blooming. **25c.**

**JOSEPH WARREN**—Double, rich rosy violet-purple. Large flower—the richest, deepest colored ivy geranium. A best seller.

**JUDY**—Semi-double deep cerise purple. Good grower and free bloomer. **25c.**

**LAVENDER GEM** (Double Lavender)—Double form of Jeanne d'Arc, above.

**LEOPARD**—Semi-double, orchid pink, top petals veined and spotted cerise red. Large flower. Popular variety.

**LUCKY STRIKE** (Schmidt)—Double, deep rosy pink. Very free flowering. The finest in this color.

**MADAME MARGOT** (syn. L'Elegante)—Single white and faintest lilac. Leaves are light green, with an irregular creamy border which turns rose-mallow under adverse (dry) conditions. Handsome in hanging pots. **25c.**

**MRS. BANKS**—Semi-double bluish white, top petals marked light violet. Free and continuous bloomer. Finest white garden display variety.

**MRS. H. J. JONES**—Double, deep rose pink, petal edges serrated "carnation like." **25c.**

**NEON** (Schmidt)—Double, glowing rosy cerise with violet undertone. Very large.

**OLD MEXICO** (Schmidt)—Semi-double, rose cerise, slight violet undertone. Large umbels, medium-large flowers, very free flowering. **25c.**

**PINK ALLIANCE**—Double, beautiful deep pink. Large umbels of large flowers. A *P. hortorum* x *P. peltatum* hybrid. **25c.**

**ROSE ENCHANTRESS**—Sport of Princess Victoria, of a lively shade of pink with rose pink stripes. **25c.**

**SALMON**—Semi-double, rose pink shade of salmon. Strong grower.

**SALMON ENCHANTRESS**—Not salmon, but soft pink with stripes of rose. Sport of Princess Victoria. **25c.**

**SILESIA**—Single, rose cerise, violet undertone. Top petals veined to dark spot in center.

**SNOWDRIFT**—Double white, faintly flushed blush at base of petals. Nearest to pure white.

**SUNSET**—Variegated leaves of light green, yellowish and silvery green. Small single pink flower. **25c.**

**THE BLUSH**—Double, silvery pink. Very fine.

**THE DUCHESS** (Schmidt)—Semi-double white, faint orchid flush, pink lines near petal edges. Large flower, free blooming.

**VALENCIA** (Schmidt)—Semi-double deep pink. Top petals with elongated white bar, crimson stripes and round spot. Large flowers, very free flowering. **25c.**

**WILLY** (syn. Berkeley Red, Dark Red, Incomparable)—Double deep red. Large flower. The best deep red. Very popular.

## SWEET HELIOTROPE

We offer the large, dark, and fragrant "Black Beauty." Grow it along fast with plenty of water and applications of fertilizer, in a warm, sunny place. It is too slow and weak in a shaded location. Flower fragrance varies with the weather. Good retail seller in 4" pots or larger specimen sizes. Strong 2½" pot plants **20c.**

## MARGUERITES or BOSTON DAISIES

Ever popular for pots and garden display. Will bloom freely even in 2½" pots. White and yellow, **both selected varieties.**

Strong 2½" pot plants at **\$15.00 per 100.**



## 1951-1952 SPECIALIST'S WHOLESALE CATALOGUE



### IVY GERANIUMS FOR THE SUNNY SPOT

Pictured here is a young plant, six months old, to illustrate the value of Ivy Geraniums as hanging pot plants for the sunny location.

On pages 18 and 19 are described many of the finest varieties available in the trade. A dozen of the most popular and distinctive ones are Bridesmaid, Cayucas, Charles Monselet, Comtesse de Grey, Galilee, Intensity, Jester, Joseph Warren, Madame Margot, Mrs. Banks, Old Mexico and Willy. Try a few of each.

## SCHMIDT NURSERY

355 Lambert Avenue



Palo Alto, California

Palo Alto Phone DAvenport 2-4501

Wm. E. Schmidt, originator and grower, twenty-seven years in the nursery business.  
Member of the American Fuchsia Society, California Horticultural Society, California  
Association of Nurserymen, American Association of Nurserymen  
and the American Horticultural Council, Inc.

*We are a Pinto Tag Nursery*